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FLEMING'S FLOWER FIELDS

Wholesale Growers of Fine Perennials

3100 LEIGHTON AVENUE

LINCOLN, NEBRASKA

FEB 4 - 1944

1942 FALL TRADE LIST

Featuring

Heavy Lining Out Plants of Selected Florist's Perennials

The war has caused serious shortages in flower seeds—perennials in particular were greatly affected. This means that supplies of many of your favorites will be short; thus we respectfully suggest that early ordering of your needs is in order. We think that you will agree with us and our many past customers as to the high quality of our plants. Typical of the many favorable comments received is this one from a customer who ordered three times last spring. "I find I have a small place yet to plant and can't resist ordering a few more of your lovely plants. With plants like yours I feel sure I can make a go of it."

	Per 100
ACHILLEA FILIPENDULA—yellow flower heads—heavy divisions.....	\$ 2.00

AQUILEGIA — COLUMBINES

COERULEA (Rocky Mountain columbine), sky blue with white corolla.....	1.25
COPPER QUEEN—copper red with straw yellow corolla.....	2.00
HENSOL HAREBELL—vivid violet blue.....	1.25
LONGISSIMA HYBRIDS—a splendid new large flowered, long stemmed and long spurred strain. Supply very limited.....	2.00
ROSE QUEEN—shades of rose with white corolla.....	2.00
SNOW QUEEN—pure white.....	2.00

BOLTONIA LATISQUAMA—myriad delicate pink daisies in fall.....	1.25
CAMPANULA MEDIUM—(Canterbury Bells), blue, rose or white.....	1.00
CAMPANULA SARMATICA—spikes of starry blue bells. In effect it is a dwarf chimney bell.....	Divisions 1.00
CAMPANULA TURBINATA—dwarf blue—heavy divisions of ten stems each	3.00
CATANANCHE COERULEA—bright blue everlasting—fine for cutting.....	1.00
DIANTHUS BARBATUS SCARLET BEAUTY—a very showy Sweet William	1.00
DIANTHUS CAESIUS—lovely rose pink flowers.....	1.00
DIANTHUS LATIFOLIUS ATROCOCCINEUS—double crimson red flowers	1.25
DIANTHUS PLUMARIUS—clove pinks—mixed colors.....	1.00
DIGITALIS GIANT SHIRLEY HYBRIDS—mixed Foxgloves.....	1.00
GEUM LADY STRATHEDON—double golden yellow.....	1.50
GEUM MRS. BRADSHAW—glowing red double flowers.....	1.50
HEUCHERA BRIZOIDES—light pink Coral Bells—heavy divisions.....	3.00
IBERIS GIBALTARICA—perennial lilac candytuft.....	1.00
IRIS KAEMPFERI—strong divisions of selected mature plants.....	5.00
IRIS KAEMPFERI—mixed seedlings.....	1.25
IRIS SIBIRICA BLUE SHADES—strong divisions from mature plants.....	1.50
LYTHRUM ROSEUM SUPERBUM—rose purple flower spikes.....	1.00
MYOSOTIS PALUSTRIS SEMPERFLORENS—strong plants in bud and bloom	1.25

t. of wholesale plant business

	Per 100
PAPAVER NUDICAULE IMPERIAL JEWELS—finest Iceland poppies.....	1.00
PARDANTHUS CHINENSIS—Blackberry Lily—strong divisions.....	1.50
PLATYCODON GRANDIFLORUM BLUE—Chinese Balloon Flower—one year plants	1.00
PLATYCODON GRANDIFLORUM MIXED—full two year old plants.....	2.00
POTENTILLA WARRENSI —A lovely new plant for the border which is covered with bright yellow flowers during late spring and summer. Truly it is one of the showiest of all at this time. Heavy divisions.....	2.00

SHASTA DAISIES

ALASKA—the standard shasta	1.25
CONQUEROR—a very fine variety.....	1.25
KING EDWARD VII—a splendid sort.....	1.25
JUNE MARGUERITE—Memorial day variety.....	1.00
QUEEN VICTORIA —a new improved long stemmed, large flowered variety with six-inch blooms and broad overlapping petals.....	1.50
VIOLA BLUE PERFECTION—heavy blooming plants.....	2.00
VIOLA VAUGHAN'S SPECIAL MIXTURE—heavy blooming plants—bright colors	2.00

ADVANCE SPRING TRADE LIST

The following plants are for delivery during Spring 1943. The plants listed for fall also will be available for spring as long as supplies list.

ACHILLEA FILIPENDULA—(see fall list), strong seedlings.....	\$ 1.00
ANCHUSA ITALICA DROPMORE—sprays of blue forget-me-not flowers.....	1.00
AQUILEGIA MRS. SCOTT ELLIOTT'S HYBRIDS—a fine mixture.....	1.25
DELPHINIUMS—our leading specialty—see list.	
EUPATORIUM COELESTINUM (Hardy Blue Ageratum), strong divisions.....	1.00
GAILLARDIA CHLOE —large flowers of a pure rich Indian yellow color. Rated above Sun God by many. We find it to be hardier.....	1.50
HELIANTHUS LODDON GOLD —huge double golden yellow Dahlia-like flowers. Excellent for cutting. Strong divisions.....	3.00
HESPERIS MATRONALIS (Sweet Rocket), popular for cutting here.....	1.00
LINUM PERENNE (Blue Flax).....	1.00
LYCHNIS CHALCEDONICA (Jerusalem Cross), scarlet flower heads.....	1.00

MATRICARIA — DWARF DOUBLE FEVERFEWS

A Fine Novelty

These make compact plants which are covered with double button-like flowers. Excellent for bedding or potting. Cut flowers are also useful in corsages and miniature bouquets.

GOLDEN BALL—golden yellow.....	1.00
LEMON BALL—lemon yellow	1.00
SNOW BALL—pure snow white—a dwarf version of Ball's white.....	1.00
PHLOX DECUSSATA—mixed seedlings.....	1.00
POTENTILLA WARRENSI—(see fall list for description), seedlings.....	1.00
PAPAVER NUDICAULE BEAUTY OF BELVEDERE —a splendid new strain which is easily the most advanced of any. Included are many new shades of apricot, salmon, cherry, flame, etc.....	1.25

as for the Duration

	Per 100
PYRETHRUM HUNTINGTON'S CHOICE SINGLE HYBRIDS —a very fine strain	1.25
PYRETHRUM ROBINSON'S DARK CRIMSON —large single crimson red.....	3.00
VIOLAS — "The Successors to Pansies"	
BLUE PERFECTION —bright blue	1.00
PRIMROSE DAME —primrose yellow.....	1.00
WHITE PERFECTION —pure white.....	1.00
SPECIAL MIXTURE (WALLER-FRANKLIN) finest mixture.....	1.00

DELPHINIUM SEEDLING TRADE LIST

(Spring 1943 Delivery)

PACIFIC HYBRIDS

The Giant Pacific Hybrids of Vetterle and Reinelt continue to lead the parade of Hybrid Delphiniums. The demand for this strain still exceeds the supply—order early.

BLACK KNIGHT —the darkest of them all—a rich glowing dark violet.....	\$ 3.50
BLUE BIRD (NEW) —huge spikes of clear medium true blue flowers centered with white bees	4.00
BLUE JAY —the finest of the true dark blues with dark bees.....	3.50
CAMELIARD (NEW) —large flowers of a beautiful pure lavender self with white bee. Certain to be valuable for cutting.....	4.00
GALAHAD —the finest of all whites.....	3.50
GUINEVERE —beautiful light pink lavender self with white bee. Has proved to be very popular on the cut flower markets.....	3.50
KING ARTHUR —rich royal violet with white bee.....	3.50
LANCELOT —a lovely new color in Delphiniums—a pure lilac self with white bees	3.50
ROUND TABLE SERIES (NEW) —a splendid new strain which includes a wide color range selected for introduction later under separate names. Truly this is the ultimate in hybrid Delphiniums.....	4.00
SUMMER SKIES —clear light blue with white bee.....	3.50
MIXED COLORS —the standard mixture.....	3.00

CHINESE DELPHINIUMS

This class is extremely valuable as a source of mid-summer cutting material. Cambridge Blue and **Blue Mirror** are particularly recommended.

ALBA —pure white	1.00
BLUE MIRROR (NEW) —an entirely new type in Chinese Delphiniums which is sure to become invaluable for cutting. It is overwhelmingly impressive in that flowers are spurless, thus the florets hang horizontally—displaying their entire face. Quantity very limited.....	2.00
CAMBRIDGE BLUE —bright Belladonna blue.....	1.00
COERULEA —intense gentian blue.....	1.00

OTHER CUT FLOWER VARIETIES

BELLADONNA IMPROVED —the standard florist's favorite—beautiful clear turquoise blue	1.00
BLUE GROTTTO —deep blue, royal purple bee with white center.....	1.00
LAMARTINE (Also listed as La Martine)—large gentian blue flowers with white bee. The successor to Bellamosum.....	1.25

